



Katie Cornish

**Manager, Entertainment and Trend Marketing
Nintendo of America Inc.
New York City, New York**

Katie Cornish joined Nintendo of America in November 2007 and oversees social media and entertainment marketing initiatives as Senior Manager, Entertainment & Trend Marketing. With a focus on social media strategy and execution across Nintendo's various channels, Cornish develops and leads community programming and execution to drive consumer advocacy both online and offline. Cornish also focuses on celebrity and entertainment influencer outreach, overseeing programs and initiatives in the entertainment marketing space.

Before joining Nintendo, Cornish worked as director of marketing for Wasserman Media Group, and as senior public relations manager at PMK*BNC, where she managed trend and entertainment programs for key gaming, lifestyle and technology clients.

Cornish attended the University of Maryland, College Park, and earned a Bachelor of Arts degree in journalism, with options in public relations and marketing.